

## Message Text

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ACTION SNM-05

INFO OCT-01 IO-13 ISO-00 DEAE-00 AGRE-00 EB-08 JUSE-00

CTME-00 AID-05 L-03 EA-10 /045 W  
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R 311601Z AUG 78  
FM USMISSION GENEVA  
TO AMEMBASSY BANGKOK  
INFO SECSTATE WASHDC 3701

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FROM DEMETRE

E.O. 11652: N/A  
TAGS: SNAR, UN, TH  
SUBJECT: CROP SUBSTITUTION PROGRAM: UN PARTICIPATION

REF: BANGKOK 24829

1. FOLLOWING IS BRIEF PRELIMINARY DESCRIPTION OF MARKETING PROJECT FOR NORTHERN THAILAND BEING WORKED ON BY DEMETRE, PROJECT DEVELOPER FOR UNFDAC EXECUTIVE DIRECTOR REXED. DEMETRE PLANS RETURN TO BANGKOK FOR FURTHER RESEARCH ON SEPTEMBER 11 FOR 2-WEEK PERIOD. AT THAT TIME HE WILL BE AVAILABLE FOR DETAILED DISCUSSIONS OF SUBJECT PROJECT.

2. PROJECT DESCRIPTION: THE PROPOSED UNFDAC/ONCB MARKETING PROJECT WOULD CHANNEL GRANT ASSISTANCE THROUGH A MARKETING ASSOCIATION TO FINANCE THE FOLLOWING CATEGORIES OF PROJECT ACTIVITIES:

A. FINANCING INITIAL OPERATIONS OF A NEW ENTITY, THE "HIGHLAND AGRICULTURAL MARKETING ASSOCIATION," (HAMA) WHICH WILL BE CHARTERED UNDER THAI LAW FOR THE LIMITED OFFICIAL USE

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PURPOSE OF PROVIDING EXPERTISE AND MINIMUM PHYSICAL FACILITIES FOR IMPROVING THE PRODUCTION AND MARKETING OF DIVERSIFIED CROPS GROWN IN NEWLY FORMED INCORPORATED COMMUNITIES;

B. PROVIDING LEGAL ASSISTANCE IN INCORPORATING NEW SETTLEMENTS TO ESTABLISH SECURE FINANCIAL BASE TO CHANNEL

SPECIAL SHORT-TERM CREDITS.

C. PROVIDING CAPITAL TO INDIVIDUAL INCORPORATED COMMUNITIES TO FINANCE PRODUCTION FACILITIES, EQUIPMENT, OR FARM IMPLEMENTS WHICH SUPPORT SMALL FARMER MARKETING PROGRAMMES PROVIDING Viable ALTERNATIVES TO OPIUM PRODUCTION.

3. THE MARKETING ASSOCIATION (HAMA) WILL IMPROVE THE INCOMES OF THE HIGHLAND FARMERS AND THE ASSOCIATED VILLAGE MEMBERS BY:

- PRODUCING DIVERSIFIED CROPS MEETING MARKET REQUIREMENTS FOR QUANTITY, QUALITY TIMING AND PRICE;

- ESTABLISHING THE PHYSICAL FACILITIES AND CAPACITY FOR ASSEMBLY, PACKAGING AND PROCESSING OF THESE CROPS; AND

- DEVELOPING THE MARKETING CHANNELS AND EXPERTISE REQUIRED TO MOVE LARGE VOLUMES ANTICIPATED FOR THE FUTURE, BOTH IN THE DOMESTIC AS WELL AS INTERNATIONAL MARKETING SUB-SECTORS.

4. THE PROJECT WILL BUILD UPON THE EXISTING ONCB AND UNFDAC PROJECTS, EXPANDING MAJOR OBJECTIVES BY PROVIDING LIMITED OFFICIAL USE

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FOR SUCH ACTIVITIES AS:

- NEGOTIATION, EITHER FOR ITS OWN ACCOUNT, OR AS AN AGENT FOR THE INCORPORATED TOWNSHIPS, OF MARKETING CONTRACTS WITH PACKERS, PROCESSORS, WHOLESALERS, DISTRIBUTORS OR OTHER MARKETING FIRMS FOR THE SUPPLY OF PRODUCTS GROWN BY HIGHLAND SMALL FARMER;

- OPERATION OF REGIONAL COLLECTION, SORTING, GRADING, OR PROCESSING FACILITIES;

- UNDERTAKING GENERAL AND SPECIFIED STUDIES RELATED TO MARKETING OF SMALL FARMER DIVERSIFIED PRODUCTION AS A BASIS FOR NEW INVESTMENT IN FACILITIES AT THE VILLAGE LEVEL (E.G. BROOM MAKING PLANT, STORAGE FACILITIES, ETC.), AS WELL AS A BASIS FOR MUSTERING PRIVATE SECTOR INVESTMENTS IN PROCESSING AND DISTRIBUTING VENTURES UTILIZING CROPS PRODUCED BY INCORPORATED VILLAGES AND THEIR MEMBERS;

- PROVIDING SPECIALIZED TECHNICAL ASSISTANCE THROUGH THE EXISTING FACILITIES OF UNFDAC TO INCORPORATED

VILLAGES AND THEIR MEMBERSHIP IN THE AREA OF PRODUCTION  
OF DIVERSIFIED CROPS; AND

- ASSISTING VILLAGE INHABITANTS IN OBTAINING FINANC-  
ING FOR VILLAGE OWNED FACILITIES. VANDEN HEUVEL

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NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** AGRICULTURAL PRODUCTION, MARKETS, PROGRAMS (PROJECTS)  
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**Draft Date:** 31 aug 1978  
**Decapton Date:** 01 jan 1960  
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**Disposition Approved on Date:**  
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**Disposition Comment:** 25 YEAR REVIEW  
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**Enclosure:** n/a  
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**Subject:** CROP SUBSTITUTION PROGRAM: UN PARTICIPATION  
**TAGS:** SNAR, EAGR, PORG, TH, UN, UNFDAC  
**To:** BANGKOK  
**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
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